FOR YOUR INFORMATION

Rita Schneider

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DATE: February 28, 1994

TO: Distribution

SUBJECT: FSI Procedures

In order to obtain FSI information in the most timely fashion please contact your media manager/coordinator on your business who will investigate and obtain pricing for your project:

- Discount Brands - Kay Galeotti, Diane Laska
- Premium Brands - Rita Schneider, Karen Marryshow
- Marlboro - Jim Maggio, Eric Ostern

Karen Marryshow will coordinate and maintain the entire schedule for Philip Morris tobacco brands, working with the appropriate media groups, insuring that no conflicts arise. In addition, she will serve as liaison with the FSI suppliers.

If you have any questions please advise.

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